

Neat, but...

- These regular cycles are neat but hardly scientific
- Whereas the post-war baby boomers shared a clear-cut demographic development, recent segmentations of look increasingly arbitrary
- How much do members of each 'generation' really have in common?
- In reality these shifts are more gradual than these labels suggest

- Nevertheless, it is true that different 'generations' have in some ways had markedly different experiences...

Different generational experiences

Whereas the Baby Boomers grew up in a post-war period of co-operation and economic expansion, Gen Z have experienced continuous upheaval and disruption:

- a financial crash
- a rise in economic inequality
- a reduction in societal safety nets
- insular and dysfunctional governments
- increased tribalism fuelled by social media
- radical changes in the contract between employer and employees
- Industry 4.0 technologies that are redefining the workplace
- personal technologies that make people both more connected and more isolated

What are Gen Zs like?

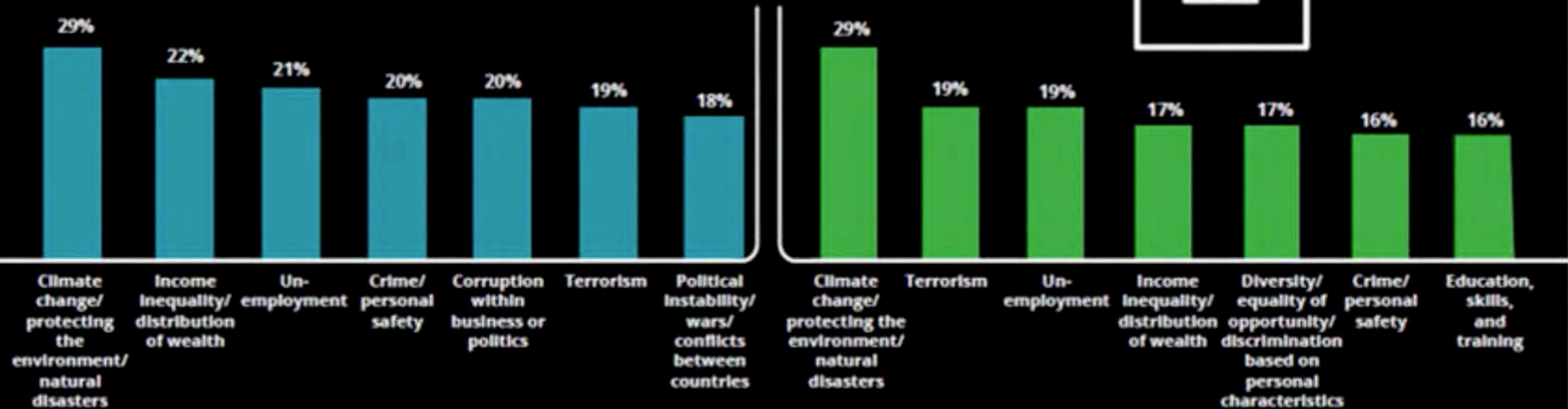
- **Disillusioned** about traditional institutions, the establishment, politicians and the mass media
- **Sceptical** about business leaders, their motives and trustworthiness
- **Pessimistic** about the economy, social progress, the environment
- **Concerned** about terrorism and personal safety
- **Uneasy** about their careers and their future prospects
- **At ease with fluidity** and the idea that nothing is permanent
- **Value experiences** such as travel and helping the community more than starting a family or a business

Climate/environment is both generations' top concern

● Millennials
● Gen Zs



Percent personally concerned about:



Q1. Thinking about the challenges facing societies around the world (including your own), which three of the following issues are you personally most concerned about? Please select up to three issues. Base: All millennials 13,416, all Gen Zs 3,009

Generational differences

Gen Z and Millennials have many similarities but also notable differences:

- Gen Z is more independent and competitive than their Millennial counterparts and less enthusiastic about collaborating
- Gen Z are more money-conscious, entrepreneurial, driven and individualistic than their millennial predecessors, but less focused
- Gen Zs are shaped by being the first generation of digital natives used to hyper-customisation (personal playlists, clothing, and education)

How has IT shaped their behaviours?

- Technology is not a tool to them; it is an ordinary part of life (Kalkhurst, 2018)
- Instant access to information, maps, movies, Netflix, Hulu, music, shopping (Amazon prime) as well as educational material online (Rosen, 2010)
- They are from the age of sharing such as rental textbooks, Uber, Airbnb, and of course, most daily actions through some form of social media
- Gen Z has a focus more on quickness than accuracy; they have developed in an age of high-speed technology, icons, ease of use apps, and marketed to by companies through Facebook and Twitter.